

# N A R E S H M

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[Naresh-LinkedIn](#)

## PROFILE

**Data Analyst** with **2.8+** years of experience in data validation, analysis, and visualization, specializing in automation to streamline workflows and improve accuracy. Proficient in **Advanced Excel**, **Power BI**, **Python**, and **SQL**, with a strong background in data collection, market research, and marketing analytics. Skilled in turning complex data into actionable insights for business decision-making and seeking roles that leverage data-driven solutions to enhance efficiency and outcomes.

## TECHNICAL SKILLS

**Skills:** Advanced Excel, Power BI, DAX, SQL, Looker Studio, GA4, Python (Pandas), HubSpot, Zendesk, MS Suite

**Domain Knowledge:** FMCG, Marketing Analytics

**Core Competencies:** Data Analysis & Validation, Data Visualization, Automation & Process Optimization, Market Research & Reporting, Cross-Functional Collaboration.

**Portfolio Link:** [Naresh M - Portfolio](#)

## PROFESSIONAL EXPERIENCE

### *Mitsogo Technologies | Data Analyst | Chennai*

*July 2023 – Present*

- **Spearheaded** data validation processes, achieving a **95% accuracy rate**, enhancing the reliability of lead conversion insights.
- Designed and created dashboards from **HubSpot** CRM and **Zendesk** ticket data, delivering insights to the **SEM** and sales teams to enhance ad performance.
- **Provided daily analytics reports** to the CMO, showcasing key metrics and actionable insights for informed decision-making.
- **Utilized Power Query (DAX) and Excel** for advanced data visualization, creating visually appealing dashboards that facilitate data interpretation.
- **Optimized processes** and presented insights through data visualization, contributing to improved ad campaigns and lead conversion rates.
- **Automated tasks** using Excel VBA Macros, streamlining workflows, and enhancing accuracy in data processing.

### *Nielsen IQ | Data Processing Analyst | Chennai*

*Feb 2022 – July 2023*

- Led key projects as an **OGRDS Specialist** in **MS Excel**, standardized local retail codes to global formats, and conducted cross-functional training to enhance team proficiency.
- Achieved 90-95% accuracy in **data management**, earning awards from major clients and driving successful platform transitions for team success.
- Achieved **highest accuracy** in day-to-day operations, earning recognition as a top coder.
- Proficient in **data collection, cleaning, analysis**, and **visualization** using **Python**, **Pandas**, **MySQL**, and **VBA macros**.
- Conducted **market research**, delivered sales forecasts, and prepared daily, weekly, and monthly **MIS** reports for clients.
- Developed and implemented processes in **Python**, optimizing **data processing** efficiency by **95%**.
- Demonstrated automation skills with Python, **automating tasks**, **GIC mapping**, and developing text classifiers, **PLU tools**, and **Web Automation bots**.

- Administered **Ubuntu** servers and customized hardware/software for facility needs, including warehouse operations.
- Developed and tested software solutions tailored to customer requirements for diverse web technologies.
- Engaged with **customers**, delivering product **demonstrations**, and addressing their needs to enhance satisfaction.
- Played a key role in scaling small businesses into large-scale operations.
- Maintained **server** details for warehouse **operations**, ensuring smooth functioning and data integrity.

## EDUCATION AND CERTIFICATIONS

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**KSR Institute of Engineering and Technology,**  
*Bachelor of Engineering in Mechanical Engineering, CGPA: 7.8/10*

**July 2017 – May 2021**  
*Namakkal, India*

**Vidyaa Vikas Boys Higher Secondary School**  
*HSC*

**April 2015 – May 2019**  
*Namakkal, India*

## PROJECTS

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### **Similarity Model with PolyFuzz:**

- Developed a similarity model using PolyFuzz and implemented a fuzzy algorithm to assess text similarity, achieving **over 90% accuracy** in GIC mapping.

### **Text Classifier with NLP Techniques:**

- Designed a text classifier using **TFIDF** for character vectorization, attaining **91%** accuracy in categorizing 25+ categories, reducing manual classification time by **50%**.

### **Python Automation Tool with PyAutoGUI:**

- Created an **automation tool with PyAutoGUI** to efficiently extract web coordinates, significantly reducing repetitive task time.

### **PLU Code Extraction Tool:**

- Engineered a tool to extract the latest PLU codes, achieved **100% efficiency** in exact match searches within templates.

### **Automation Excel VBA Macro:**

- Implemented Excel VBA macros to **automate repetitive tasks**, increasing productivity and enhancing data accuracy through streamlined data processing.

## CERTIFICATION

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- Power BI Desktop – **Maven Analytics**
- Advanced Power BI Desktop (DAX) – **LinkedIn**
- SQL for Data Analysis – **LinkedIn**
- Google Analytics 4 - **Google**